



Applebee's(R) Announces Search for America's "Real Heroes"

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Online Contest and Sweepstakes Will Honor Neighborhood Heroes

LENEXA, KS, Jun 09, 2009 (MARKETWIRE via COMTEX) -- Real heroes are the people making a real difference in our lives and neighborhoods every day. They don't ask for thanks, but Applebee's believes they've earned it. To celebrate and recognize those who play instrumental roles in the lives of others, the company today announced the Applebee's Realburgers(TM) for Real Heroes contest and sweepstakes.

"Maybe it's the neighbor who mows your lawn, or the last-minute babysitter who always comes through in a pinch, or perhaps it's the friend who drives you to the doctor's appointment," said Rebeca M. Johnson, senior vice president, marketing and culinary for Applebee's. "No matter who you value as a real hero in your life, these are the people who make a real difference in our neighborhoods. And now, we're giving consumers an easy way to recognize these deserving individuals."

Now through July 5, 2009, people can nominate their real heroes by visiting www.applebees.com/realheroes and sharing a story about someone who's made a lasting difference in their life. Everyone who nominates a hero will be entered into a weekly sweepstakes drawing for Applebee's gift cards. Applebee's will post the stories of 10 hero finalists on its Web site between July 15 and July 23, 2009. Through an online vote during the same period, voters will determine Applebee's National Real Hero. In addition to some much-deserved recognition, the Grand Prize Winner also will receive \$5,000 and a year's worth of free Applebee's Realburgers(TM).(1)

In late April, Applebee's introduced its fresh new Realburgers -- burgers that are big, messy, and always slammed with flavor. The lineup includes three guest favorites and three all-new burgers: the Surf & Turf Burger, the Fire Pit Bacon Burger, and the Steakhouse Burger with A-1(R)(2) Steak Sauce. All six of the Applebee's Realburgers are now available on the Applebee's "2 for \$20" menu.

"We call them Realburgers because there is nothing fussy or fake about them. From the split top bakery bun, to the 100 percent fresh ground chuck, to the unique cooking method, our Realburgers are the real deal -- much like the people we want to celebrate through this contest. We're looking for real heroes who make a real difference in the lives of others. The Applebee's Realburgers for Real Heroes contest and sweepstakes is a great way of recognizing their contributions to Applebee's neighborhoods around the country," Johnson said.

No purchase necessary to enter or win. Participants must be 13 years of age at time of entry. Sweepstakes starts June 7, 2009, and ends July 5, 2009. Grand Prize Contest starts July 15, 2009, and ends July 23, 2009. For official sweepstakes, contest rules and more information about Applebee's Realburgers for Real Heroes contest and sweepstakes, visit www.applebees.com/realheroes.

About Applebee's Services, Inc.

Applebee's Services Inc., and its affiliates, franchise and operate restaurants under Applebee's Neighborhood Grill & Bar and is a DineEquity, Inc. (NYSE: DIN) brand. As of March 31, 2009, there were 1,992 Applebee's restaurants operating system-wide in 49 states, 16 international countries and one U.S. territory, of which 401 were company-owned. Additional information on Applebee's can be found at the company's website (www.applebees.com).

(1) Awarded in the form of one \$500 Applebee's gift card

(2) A-1(R) is a registered trademark of Kraft Foods

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